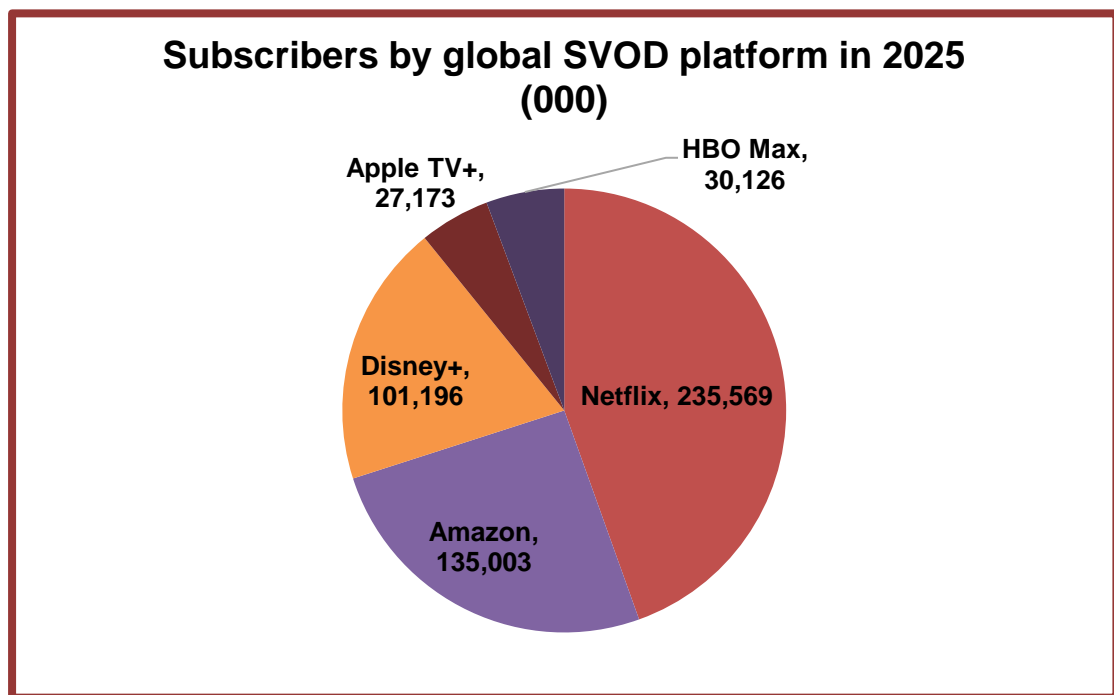


Disney+ expected to reach 101 million subscribers

Five global platforms will have 529 million SVOD subscribers by 2025. According to Digital TV Research, these five global platforms will add 257 million subscribers between 2019 and 2025 – doubling their total.

The SVOD sector received a boost in November 2019 with the roll-outs of Disney+ and Apple TV+. A further lift will come when HBO Max starts in spring 2020.



Source: Digital TV Research

Disney+ will be the biggest winner by taking its total to 101 million subscribers. Netflix will increase by 70 million subscribers; revealing that there is still growth for the most established platform. However, Netflix will only add 6 million subscribers in the US.

Simon Murray, Principal Analyst at Digital TV Research, said: “Competition is intense, with several platforms “reclaiming” content from others and with price wars in place. Furthermore, there are several exclusive distribution deals.”

The US is by far the most important single country for these platforms, but it is also the most mature. International markets are becoming increasingly significant.

Murray continued: “Only 29% of Netflix’s subscribers will be in the US by 2025. The proportion will be as high as 80% for the younger HBO Max.”

HBO Max will have 30 million paying subscribers by 2025 – if non-payers are included then this figure could be tripled. The same is true for Apple TV+, which Digital TV Research forecasts will have 27 million paying subscribers by 2025.

SVOD Platform Forecasts

Table of Contents

Published in November 2019, this 40-page PDF and excel report contains extensive coverage of the main global SVOD platforms. The report comprises two parts:

- 29-page PDF containing profiles of the global SVOD players, including Netflix, Amazon Prime Video, Disney+, Apple TV+, HBO Max, Peacock and ViacomCBS.
- Excel workbook for Netflix, Amazon Prime Video, Disney+, Apple TV+, HBO Max; providing subscriber and revenue forecasts for every year for each of 138 countries from 2010 to 2025

The report costs £750/€900/\$975 for a 1-5 user license.

For more information, [please click here](#) or contact lydia@digitaltvresearch.com



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16	Global SVOD Forecasts	June	£1500/€1800/\$1950
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